Source: https://www.industrydocuments.ucsf.edu/docs/lgpx0003

DRAFT

DATE * *1998

FYP FCST VOLUME (Bio units)

PREMIUM	1996	1997	1998	1999	2000	2001	2002	97-02 CAG
PM-USA	194.8	201.4	190.2	174.3	161.6	156.0	151.1	-5.6%
RJR	75.0	74.2	66.6	56.9	48.7	43.7	39.6	-11.8%
B&W	35.8	33.9	27.5	20.3	16.3	13.3	10.4	-21.1%
Lorillard	37.9	37.3	35.2	32.2	29.6	28.4	27.2	-6.1%
Misc.	0.1	0.1	0.1	-	-	-	-	-100.0%
Liggett	2.3	1.8	0.4	0.3	0.3	0.2	0.2	-36.2%
TOTAL	345.8	348.6	320.0	284.0	256.5	241.6	228.5	-6.1%
Chg vs PY	2.7%	0.8%	-8.2%	-11.3%	-9.7%	-5.8%	-5.4%	

PREMIUM	1996	1997	1998	1999	2000	2001	2002	97-02 p.a.
PM-USA	40.3%	41.9%	43.1%	43.8%	44.7%	45.6%	46.6%	0.9pp
RJR	15.5%	15.4%	15.1%	14.3%	13.5%	12.8%	12.2%	-0.6pp
B&W	7.4%	7.0%	6.2%	5.1%	4.5%	3.9%	3.2%	-0.8pp
Lorillard	7.8%	7.8%	8.0%	8.1%	8.2%	8.3%	8.4%	0.1pp
Misc.	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0pp
Liggett	0.5%	0.4%	0.1%	0.1%	0.1%	0.1%	0.1%	-0.1pp
TOTAL	71.8%	72.5%	72.4%	71.4%	71.0%	70.7%	70.5%	-0.4pp
Chg vs PY	1.6pp	1.0pp	-0.1pp	-1.0pp	-0.5pp	-0.3pp	-0.2pp	

PREMIUM	1996	1997	1998	1999	2000	2001	2002	97-02 p.a.
PM-USA	56.3%	57.8%	59.4%	61.4%	63.0%	64.6%	66.1%	1.7pp
RJR	21.7%	21.3%	20.8%	20.1%	19.0%	18.1%	17.3%	-0.8pp
B&W	10.3%	9.7%	8.6%	7.1%	6.3%	5.5%	4.5%	-1.0pp
Lorillard	11.0%	10.7%	11.0%	11.3%	11.6%	11.7%	11.9%	0.2pp
Misc.	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0pp
Liggett	0.7%	0.5%	0.1%	0.1%	0.1%	0.1%	0.1%	-0.1pp
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0pp

DISCOUNT	1996	1997	1998	1999	2000	2001	2002	97-02 CAG
PM-USA	36.0	33.7	31.2	29.2	27.0	25.7	24.6	-6.1%
RJR	44.1	42.8	40.3	38.0	36.2	34.4	33.2	-4.9%
B&W	47.6	43.5	41.3	38.6	36.0	34.5	33.1	-5.3%
Lorillard	2.5	4.5	4.7	4.0	2.9	2.7	2.6	-10.5%
Misc.	0.5	2.8	1.6	1.6	1.1	1.0	1.0	-18.9%
Liggett	6.7	4.7	2.5	2.3	1.8	1.7	1.3	-22.6%
TOTAL	137.5	131.9	121.7	113.6	105.0	100.2	95.8	-6.2%
Chg vs PY	-4.9%	-4.0%	-7.8%	-6.6%	-7.6%	-4.8%	-4.3%	

DISCOUNT	1996	1997	1998	1999	2000	2001	2002	97-02 p.a.
PM-USA	7.5%	7.0%	7.1%	7.3%	7.5%	7.5%	7.6%	0.1pp
RJR	9.1%	8.9%	9.1%	9.6%	10.0%	10.1%	10.2%	0.3pp
B&W	9.8%	9.0%	9.3%	9.7%	10.0%	10.1%	10.2%	0.2pp
Lorillard	0.5%	0.9%	1.1%	1.0%	0.8%	0.8%	0.8%	0.0pp
Misc.	0.1%	0.6%	0.4%	0.4%	0.3%	0.3%	0.3%	-0.1pp
Liggett	1.4%	1.0%	0.6%	0.6%	0.5%	0.5%	0.4%	-0.1pp
TOTAL	28.4%	27.5%	27.6%	28.6%	29.0%	29.3%	29.5%	0.4pp
Chg vs PY	-1.6pp	-1.0pp	0.1pp	1.0pp	0.5pp	0.3pp	0.2pp	

DISCOUNT	1996	1997	1998	1999	2000	2001	2002	97-02 p.a.
PM-USA	26.2%	25.6%	25.7%	25.7%	25.7%	25.7%	25.7%	0.0pp
RJR	32.1%	32.4%	33.2%	33.4%	34.5%	34.4%	34.7%	0.5pp
B&W	34.6%	33.0%	33.9%	33.9%	34.3%	34.6%	34.5%	0.9pp
Lorillard	1.8%	3.4%	3.8%	3.5%	2.8%	2.7%	2.7%	-0.1pp
Misc.	0.4%	2.1%	1.3%	1.4%	1.0%	1.0%	1.0%	-0.2pp
Liggett	4.9%	3.5%	2.1%	2.0%	1.7%	1.7%	1.1%	-0.4pp
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0pp

TOTAL	1996	1997	1998	1999	2000	2001	2002	97-02 CAG
PM-USA	230.8	235.2	221.4	203.5	188.6	181.7	175.7	-5.7%
RJR	119.1	116.9	107.0	94.9	84.9	78.2	72.9	-9.0%
B&W	83.3	77.3	68.8	56.9	52.3	47.8	43.5	-10.9%
Lorillard	40.4	41.8	39.9	36.2	32.5	31.1	29.8	-6.5%
Misc.	0.6	2.9	1.7	1.6	1.1	1.0	1.0	-19.4%
Liggett	9.0	6.5	3.0	2.6	2.1	1.9	1.5	-25.4%
TOTAL	483.2	480.6	441.7	397.6	361.5	341.7	324.4	-7.6%
Chg vs PY	0.4%	-0.6%	-8.1%	-10.0%	-9.1%	-5.5%	-5.1%	

TOTAL	1996	1997	1998	1999	2000	2001	2002	97-02 p.a.
PM-USA	47.8%	48.9%	50.1%	51.2%	52.2%	53.2%	54.2%	1.0pp
RJR	24.6%	24.3%	24.2%	23.9%	23.5%	22.8%	22.5%	-0.4pp
B&W	17.2%	16.1%	15.6%	14.6%	14.5%	14.0%	13.4%	-0.5pp
Lorillard	8.4%	8.7%	9.0%	9.1%	9.0%	9.1%	9.2%	0.1pp
Misc.	0.1%	0.6%	0.4%	0.4%	0.3%	0.3%	0.3%	-0.1pp
Liggett	1.9%	1.3%	0.7%	0.7%	0.6%	0.6%	0.5%	-0.2pp
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0pp

wgted weeks 52.00 52.00 52.00 52.00 52.00 52.00 52.00

P. Label	1996	1997	1998	1999	2000	2001	2002	97-02 CAG
PM-USA	4.2	3.2	3.7	1.7	1.4	1.1	0.8	-23.7%
RJR	10.1	8.5	9.3	8.0	7.5	7.5	7.2	-3.2%
B&W	5.1	4.0	4.7	4.5	4.3	4.0	3.8	-1.2%
Liggett	4.3	3.2	1.7	0.5	0.5	0.5	0.6	-31.1%
TOT P/L	23.7	19.0	19.6	14.7	13.7	13.1	12.3	-6.2%
Chg vs PY	-12.3%	-20.0%	3.1%	-24.9%	-6.9%	-4.5%	-5.5%	

P. Label	1996	1997	1998	1999	2000	2001	2002	97-02 p.a.
PM-USA	0.9%	0.7%	0.8%	0.4%	0.4%	0.3%	0.3%	-0.1pp
RJR	2.1%	1.8%	2.1%	2.0%	2.1%	2.2%	2.2%	0.1pp
B&W	1.1%	0.8%	1.1%	1.1%	1.2%	1.2%	1.2%	0.1pp
Liggett	0.9%	0.7%	0.4%	0.1%	0.1%	0.1%	0.2%	-0.1pp
TOT P/L	4.9%	3.9%	4.4%	3.7%	3.8%	3.8%	3.8%	0.0pp
Chg vs PY	-0.7pp	-1.0pp	0.5pp	-0.7pp	0.1pp	0.0pp	0.0pp	
DISC < P_L	23.5%	23.5%	23.1%	24.9%	25.3%	25.5%	25.7%	0.4pp

P. Label	1996	1997	1998	1999	2000	2001	2002	97-02 p.a.
PM-USA	17.7%	17.1%	19.1%	11.6%	10.0%	8.1%	6.8%	-2.1pp
RJR	42.7%	44.7%	47.8%	54.5%	54.9%	57.4%	58.3%	2.7pp
B&W	21.6%	21.3%	24.3%	30.4%	31.5%	30.6%	30.8%	1.9pp
Liggett	18.0%	16.9%	8.8%	3.4%	3.7%	3.8%	4.1%	-2.6pp
TOT P/L	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0pp

Note: B&W Nov 96 on excludes Montclair & other disc sold o Commonwealth

Model w/ Oct. data 12/18/97 1/14/98 12:01 PM

2073442978